

WE STARTLE ALL GRAND RAPIDS — WITH A GREAT — ANNUAL CLEARING SALE

THROUGHOUT THE ENTIRE HOUSE COMMENCING
MONDAY MORNING, JANUARY 16,

and continuing until February 1, previous to taking inventory.

Sell we must, we shall, we will sell, you talk about your great dry goods bargain sales. Here is the queen of them all. This tremendous sale will cause us a loss of a great many thousands of dollars, but we have two objects in view for doing it. **FIRST**—To quickly dispose of our tremendous stock of Winter Goods at all hazards. **SECOND**—To avoid the worst part of all—that is measuring and counting every piece of goods. It will be the most magnetic and overshadowing sale that ever has taken place, eclipsing and excelling all others ever known by any other name. We propose to knock out all the bargain sales ever announced, and all the lowest prices ever given in the history of the Grand Rapids dry goods trade. Some goods at cost, at less than cost, at half price and less. There is no help for it, they have to go. No conception of this sale can be formed until you attend it. Don't buy or allow your friends to buy until you have been to our sale. An opportunity that must not be neglected.

SALE COMMENCES AT 9 O'CLOCK A. M.

HALF OFF!—CLOAKS!—HALF OFF!

Not a garment must remain in our stock—make a selection quick, choice of any cloak at half off the regular prices:

- \$5.00 Fur trimmed Reefers, well made, perfect fitting, half off, **\$2.50.**
- \$7.50 Plain or Fur trimmed Reefers, half off, **\$3.75.**
- \$10.00 Astrachan fur trimmed garments and half silk lined, half off, **\$5.00.**
- \$15.00 Tailor made garments, box coat back in black and colored, half silk lined, half off, **\$7.50.**
- \$20.00 and \$25.00 Kersey box coat, beautifully finished, plain or fur trimmed, your choice at **\$10.00 and \$12.50.**
- \$40.00 and \$50.00 Novelty cloaks at half off, **\$20.00 and \$25.00.**
- \$10.00 Military cape newmarkets at half off, **\$5.00.**
- \$15.00 Divided cape newmarkets at half off, **\$7.50.**

- \$20.00 newmarkets with wateau pleat back and hood at half off, **\$10.00.**
- \$4.00 children's cloaks, pretty styles, at half off, **\$2.00.**
- \$6.00, \$8.00 and \$10.00 children's cloaks at half off, **\$3.00, \$4.00 and \$5.00.**
- And any winter coat in the house at half off with the exception of the 40 inch Plush Sacques, which are offered at actual cost.
- Fur garments, astrachan jackets and fur capes of all kinds at greatly reduced prices.
- Fur trimmings of all kinds at half off.
- Ladies' Suits, tailor made, pretty materials, perfect fitting, during this sale at one-half off.
- \$12.50 suits, half off, **\$6.25.**
- \$15.00 suits, half off, **\$7.50.**
- \$20.00 suits, half off, **\$10.00.**

DRESS GOODS AND SILKS.

Ladies our overloaded stock in this department makes it necessary to make more than usual low prices to unload.

Choice of 50 French Novelty Pattern Suits, ranging in prices from \$12.50 to \$25.00 down to \$7.50. Who would not buy one at that?

36 inch Serges and Homespuns, the regular 35c quality for 19c a yard.

50 pieces of all wool Flannel Suits in stripes and plaids, 50c and 75c qualities, to close at 25c a yard. This lot is positively the greatest value ever measured over a dry goods counter.

30c a yard, choice of any of our Camel's Hair Cheviots, Diagonals, Storm Serges, Mixtures and entire stock of 60c, 75c and 85c qualities.

50c a yard. At this price we will sell many of our \$1.00 qualities, such as Bedford Cords, Jacquards, Crepons, Valours and many other novelties imported for this fall and winter trade.

88c a yard for an extra quality French Broadcloth, perfect in finish and coloring in all shades, never known to sell for less than \$1.50.

All Cloakings sold at \$1.50, \$1.75, \$2.00 and \$2.25, your choice of the lot 98c a yard.

SPECIAL REDUCTIONS IN BLACK DRESS GOODS.

We carry a complete line of the celebrated Priestly's Black Goods. As to their merits in quality, weave and style there is none their equal; we have the following weaves: Melrose, Deox De Alma, Henriettes and Railway Cords in silk warp Cravenette Suitings, Bottany Serges, Ravenna Twills, Empress Cords, Guinea Cords, Crepons and many other styles at prices to suit the most economical buyers. In addition to these goods we will offer other makes at our greatly reduced prices.

- 36 inch Black English Cashmere, 19c a yard.
- 40 inch all wool, Imported Imperial Serges, 60c quality, 39c.
- 46 inch Satin Finish Henrietta, \$1.00 quality for 60c.
- 46 inch Serges, extra fine twill, \$1.00 quality, 60c.
- 42 inch all wool, Striped and Plaid Jacquards, 49c a yard.
- 46 inch Silk Warp Henriettes, 89c, \$1.15 and \$1.25 a yard.

LINENS! LINENS! LINENS!

Greater values than ever before, all the accumulation of odds and ends in Towels, Napkins, Table Cloths and Quilts, and slightly soiled during linen sale, will be sold out regardless of cost.

- Extra quality Linens, 19c, 25c, 35c, 49c, 59c and 69c.
- All Linen Towels, 4c, 5c, 10c, 12 1/2c, 19c, 25c and 50c.
- Satin Damask Napkins, 35c, 49c, 69c, 89c, \$1.17 and \$1.59 a dozen.
- Bed Sheets in all sizes, good muslins and wide hems, for 59c.
- Pillow case sheeting at 10c a yard.
- Eight-quarter Sheet, unbleached, 15c a yard.

Good Goods are Cheaper Than You Ever Bought Them Before.

The entire accumulation of this seasons Dress Goods remnants in black and colored containing from 1 to 10 yards will be closed out regardless of cost—32 inch Florentine Silk in all evening shades, 75c quality for 42c a yard.

32 inch Figured Florentine Silks, beautiful patterns, \$1.00 quality down to 49c.

500 yards Trimmings Silk in stripes, plaids and novel designs, ranging in price from \$1.50 to \$3.00, your choice for 99c a yard.

Double Warp Surah Silks, extra quality and in any shade down to 59c.

24 inch Black Satin Rhadame, extra quality, at 95c, reduced from \$1.25.

21 inch Black Faille Silk, 63c, worth 90c.

21 inch Colored Faille Silk, 75c, worth \$1.00.

24 inch Crepe de Chenes in all evening shades, 60c worth \$1.00.

The celebrated Nat Chang Crystal Cord, price \$1.75, now \$1.19.

Satins, extra quality in all shades, 39c a yard.

In addition to the low prices on dress goods we will furnish you all linings and dress trimmings at nearly half their value.

Cambrics, full standard cloth in all shades, 3 1/2c a yard.

Paddings in all colors, 8c a yard.

Good Selicias, 36 inch wide, regular price 18c, now 11c a yard.

Bas Velveteen Dress Facings in all shades, 7c.

Stocking Dress Shields, 7c.

Guimp Dress Trimmings, assorted styles, this season's goods, in black and colored, worth up to \$1.50 a yard, now 19c.

50c a yard for Feather Trimmings, the same that we were selling two weeks ago at \$1.00, \$1.50 and \$2.00 a yard.

Fine Bead and Steel Dress Trimmings have been selling readily at \$1.75 \$2.00 and \$2.25, choice 98c a yard.

75c a yard for the 1.00 Silk Velveteen in all shades.

MUSLIN UNDERWEAR SALE.

Will be continued for another week. Now is your time to supply your wants.

Ladies' Gowns, well made and trimmed, 39c, 49c, 59c, 69c, 79c, 89c, and 98c.

Ladies' Skirts, embroidery trimmed and cluster tucks, 50c, 75c and 98c.

Ladies' Drawers, embroidery or ruffle trimmings and hemstitched at 25c, 35c, 39c and 50c.

Every garment made on the lockstitch machine and equal to home made.

All Brice-brac and Fine Pottery carried over from the holidays to close out regardless of cost.

In addition to these bargains we will offer every morning from 9 to 11 a. m.

2 1/2c a yard for any of the standard prints in light or dark.

4 1/2c a yard for White Suaker Flannel, the usual 10c quality.

4 1/2c a yard for extra heavy Canton Flannel, usual 30c quality.

9 1/2c a yard for the Scotch Zephyr Gingham.

3 1/2c a yard for Turkey Red Calicoes, fast colors.

Buttermilk Toilet Soap (Cosmo), 3c a cake.

Special values in new Embroideries at 10c a yard.

Special Values in Every Department Throughout the Entire Store.

10c a ball for the D. M. C. Crochet Cotton in white and ecru, price 20c.

Best Tinsel Cord, three ball for 6c.

1c a card for best quality Hooks and Eyes.

19c a ball for Knitting Silk in all shades.

5c a dozen for the best Embroidery Silk in any shade or quality.

Pear's Soap, unscented, 10c.

Malvina Cream and Lotion, 33c.

Delectez celebrated French Perfumes, to close 25c an ounce.

Cuticura Soap, 12 1/2c. (Purchases limited to one cake.)

Kid Gloves. All the celebrated makes at 59c, 79c and 99c, worth \$1.00 \$1.25 and \$1.50.

Ladies' and Gent's White Sheer Lawn Hemstitched Handkerchiefs, slightly soiled in display window and used for decorating store, values up to 20c, choice 4 1/2c each.

Chenille Portieres, all plain or with wide dado and heavy fringes, at \$3.95, \$4.50 and \$4.95, worth up to \$7.00.

100 pair Lace Curtains, 3 1/2 yards long, taped all around, value \$3.00, for \$1.69 a pair.

Values or Costs Are Not Considered on Hosiery, Underwear and Blankets.

19c a pair pair, Ladies' Cashmere Hose, seamless, 25c, 30c and 35c values.

39c a pair for the best English Cashmere Hose, 50c and 60c values.

19c a pair for Infant's Fine Cashmere Hose, silk heel and toe, worth 35c, 19c each.

19c each. Ladies' Ribbed Vests, Egyptian cotton with long sleeves.

39c each. Ladies' Ribbed Vests, the best 50c and 60c values on the face of the globe.

63c for Ladies' non-shrinking Vests and Pants in white and natural.

7c each for Children's White Merino Underwear Vests and Pants.

25c for Children's Natural Wool and Scarlet Underwear, worth up to 75c.

69c for Gent's Natural Wool and Scotch Mixed Underwear.

25c for Children's Zephyr Knit, Drawer Leggings, regular price \$1.00.

39c a pair for Ladies' Equestrian Tights, all better goods proportionately as low.

9c a skein for our well known brand of Imported Saxony in all shades, worth 12 1/2c.

50 pair White Wool Blankets slightly soiled on outside folds at about half and two-thirds the usual price to close.

19c each for Hand Crochet Fascinators; the price is not sufficient to pay for the crocheting.

99c for Ladies' Flannel Shirtwaists, former prices \$2.00 and \$2.50.

Silk Waists, lined throughout, perfect fitting, well made, for less than the cost of material.

Satin, Mohair, Flannel and Silk Skirts at great reductions.

Gent's Night Shirts, well made, full sizes, neatly trimmed, to close at 39c.

We are the only store in the city that is constantly offering bargains.

All our help that took a vacation after the holidays will report for duty Monday, January 16, at 8 a. m.

All goods strictly as represented or money refunded.

N. & M. FRIEDMAN,

70 AND 72 MONROE STREET,

GRAND RAPIDS, MICHIGAN.